UNIVERSITY-WIDE RESEARCH GRANTS FOR LIBRARIANS

COVER SHEET

NOTE: Grant proposals are confidential until funding decisions are made.

INSTRUCTIONS: The applicant(s) must submit two (2) copies of their application packet. The application packet consists of the Cover Sheet and the Proposal. Applicants send 1 (one) printed copy of their application packet, with signatures, to the Chair of the divisional research committee, who forwards the packet to the Chair of the university-wide Research and Professional Development Committee. Applicants send the second copy of their application packet as an email attachment to the Chair of the divisional research committee who forwards it on to the Chair of the university-wide Research and Professional Development Committee.

Date of Application: 10/30/2014
Title of Proposal/Project: Appeal to Peers – Data Curation Testimonials
Expected Length of Project : 4 months
Total Funds Requested from LAUC University-Wide Research Funds: $499
Primary Applicant Your Name (include your signature on the paper copy): Christy Caldwell   Academic Rank and Working Title: Librarian, Science & Engineering Librarian   Bargaining Unit Member/Non-Member: Member   Campus Surface Mail Address: UCSC, 1156 High St, Santa Cruz, CA 95064, Science & Engineering Library   Telephone and Email Address: 831-459-1287, caldwell@ucsc.edu   URL for home campus directory (will be used for link on LAUC University-Wide Funded Research Grants web page):   http://library.ucsc.edu
Co-Applicant(s) Name: Christy Hightower   Academic Rank and Working Title: Distinguished Librarian, Science & Engineering Librarian

Bargaining Unit Member/Non-Member: Member
Campus Surface Mail Address: UCSC, 1156 High St, Santa Cruz, CA 95064, Science & Engineering Library

Telephone and Email Address: 831-459-4708, christyh@ucsc.edu

Name: Ann Hubble

Academic Rank and Working Title: Librarian, Digital Initiatives Librarian

Bargaining Unit Member/Non-Member: Member
Campus Surface Mail Address: UCSC, 1156 High St, Santa Cruz, CA 95064, Science & Engineering Library

Telephone and Email Address: 831-459-4974, ahubble@ucsc.edu

Proposal Abstract (not to exceed 250 words):

Our team has been experimenting with different approaches to communicate with faculty about data curation issues. We have conducted focus groups, as well as presented a pilot data management presentation, and collected audience feedback. We have also reviewed the presentations, webcasts and online documents of many other academic institutions. One such example is the University of Minnesota[1], who used IMLS funding to create a data management course. In session 1, there is a campus researcher talking about the importance of file organization for data management. It is arguably the most persuasive part of the session, even though the researcher's participation is only by audio, no video.

Based upon this experience, we have come to the conclusion that faculty are most swayed by listening to other faculty. This conclusion is supported by library literature: "Librarians need to recognize who their potentially most effective spokespersons and advocates are, which psychological research seems to suggest is faculty talking to other faculty."[2] However, there aren't many examples we could find of short, reusable videos of researchers talking about data curation issues. This is much more common in the Open Access realm, with the fantastic example of "Experts Speak" in the Netherlands[3]. Locally, we have UC Open Access testimonials on eScholarship, with static pictures and quotes[4]. The videos on open access provided by the UC Office of Scholarly Communication are plausibly more compelling[5].

Therefore, our goal is to make up to three video testimonials of prominent UCSC faculty discussing the importance and benefits of data curation. Considering the differing archiving concerns between the sciences, social sciences, and humanities, we will be engaging faculty from a variety of disciplines, including at least one from a non-science field. They would be selected both for their prominence in their respective fields and also for their passion for the topic and for their ability to speak persuasively.
Our intention is to make the videos reusable by other campuses both within and outside of UC (so we would avoid UCSC-specific branding or topics), to apply a Creative Commons license to encourage reuse, and to deposit the videos into eScholarship and YouTube for both archiving and accessibility. By editing the video footage into small modules (ideally around 3 minutes

each) we hope the videos will be useful in a wide variety of venues from their insertion into web pages and course management systems to their showing in seminars and classes to augment other material being presented.

Managing the building blocks and products of scholarship and research, including content created by UC scholars is part of the mission statement from the latest version of the Systemwide Plan and Priorities document[6]. These videos will directly support this system-wide goal.

Our assessment of the effectiveness of this approach may lead to more research into making persuasive appeals to campus researchers. We also hope that our approach mirrors the laudable practice of our UC colleagues in creating materials that can be reused with minimal effort.

1. University of Minnesota Instructor Guide to Flipped Data Management Course. Session 1. Accessed on 10/16/14 at http://z.umn.edu/teachdatamgmt.
2. Quinn, Brian. Reducing Psychological Resistance to Digital Repositories. *Information Technology and Libraries*. 2013. 29(2):67.
3. Experts Speak. Open Access to Scholarly Communication. Dutch. Access http://www.openaccess.nl/expertsspeak
4. Testimonials. eScholarship. Accessed on 10/16/14 at https://escholarship.org/about_testimonials.html
5. UC Open Access Policy Explained. Office of Scholarly Communication, accessed 10/16/14 at http://osc.universityofcalifornia.edu/2013/08/uc-open-access-policy-explained/
6. University of California Libraries Systemwide Plan and Priorities, 2014-2018, Version: 09/23/14. Accessed October 15, 2014 at http://libraries.universityofcalifornia.edu/groups/files/coul/docs/SPP_20140923_final.pdf

Does the proposal require any of the following:

Use of UC Library facilities or other site(s) requiring prior approval (Yes/No): No

If yes, include signature and position of person authorized to permit use of facilities on paper copy of application:

Release time (Yes/No): No
If yes, include signature(s) of person(s) authorized to approve release time on paper copy of application:

Use of Human Subjects (Yes/No): No. Our campus IRB office does not require approval for oral histories and testimonials.

If yes, attach appropriate university form to paper application form. The process of obtaining IRB approval or a determination of exemption from subject protection regulations does not have to be completed prior to submitting your grant proposal.

However, the grant cannot be awarded without evidence that the approval or exemption has been obtained.

List any previous grant proposals (divisional and university-wide) from this program that have been awarded to the primary applicant or co-applicants by title. Include date of completion and amount funded:

Presentation Grant (2012): Getting the Most Bang for No Buck. Hubble, Ann; Caldwell, Christy
Presentation Grant (2011): From Static & Stale to Dramatic & Collaborative: the Drupal Difference. Hubble, Ann

Budget Summary
Total amount requested from LAUC statewide research funds: $499

Total amount requested from LAUC divisional research funds: none available

Other funding obtained or expected (amount and source): none

Fiscal Year of Application (fiscal year that funding begins): 2014/15
New Project (Yes/No): Yes
Supplemental Funding (Yes/No): No

Salaries:
Total Salaries:
Supplies:
Total Supplies:
 Travel:
 Total Travel:
 Other Expenses: video taping and editing, $499
 Total Other Expenses: $499
 Total State-Wide Research Funds Requested: $499 (see attached)

Campus Fund Manager

Name of business officer who will manage receipt of your funds: Kim Hughes
Phone, email: 459-5887, klhughes@ucsc.edu

Revised 2/2014 nr

Katy Caldwell 10/30/14

Christy Hightower 10/30/14

A. Hubble 10/30/14

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Job# **138546**	○ Academic ◉ Special Event					Be There	

FullName
Hubble, Ann

	Date Requested	Contact Phone	Email
	10/16/2014	**9-3940**	ahubble@ucsc.edu

Dept	Course/Event Name	Setup by	Strike by
Library	**Faculty Interview**	**John R.**	**John R.**

Fund	Org	Account	Prog	Activity	Fiscal Assistant	# of Attendees
CASH					CASH	

	Start Date		Return Date	Start Time	End Time	Delivery/Equipment Location
Mon	10/20/2014	Mon	10/20/2014			**FITC Mini Video Production Studio**

Reset Date

Strike
< Date Time >

Entered by
jraedeke

Support Type
☐ Pickup ☐ Demo ☐ Qtr Loan
☒ Delivery ☐ Reset
☒ Operator ☐ Installed ☐ Repair

Special Instructions

For RATES information see http://its.ucsc.edu/special-events/rates.html
Shoot interview of Faculty Member

Equipment & Labor List

Category	Rsvd?	Equip#	Description	Maint#	Qty	Total
SE Accessories, Misc.	Y	98050178	Gaffer's Tape		1	$0.00
Classroom & Special Event	Y	10000120	LABOR: Classroom & Events (Delivery & Strike)		2	$124.00
Classroom & Special Event	Y	10000123	LABOR: Classroom & Events Staffing		2	$124.00
Camera, HD (VP staff)	Y	10000203	Camera, HD		1	$20.00
Microphone, wireless (VP staff)	Y	10000526	Microphone, Wireless		1	$21.00
Digital Video Recorder (VP	Y	10000525	Digital Video Recorder, Flash Drive		1	$15.00
Editing, Non-linear, Digital	Y	10000310	Editing, Non-linear, Digital (w/staff)		3	$195.00

Notes
Contact History

Recharge Total **$499.00**

Date	Time	Call taken by	Contact	Notes

This job (#138546) was last modified on 10/30/2014 by jraedeke at 12:30:18 PM